

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Avi Moskowitz et al. Art Unit : 2179  
Serial No. : 10/721,045 Examiner : Eric A. Wiener  
Filed : November 21, 2003 Conf. No. : 5043  
Title : PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 16, 2007

Please amend the above-identified application as follows: